

## Study on Cultivation Path of Connotative Development Kinetic Energy in TCM Colleges and Universities

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**Abstract:** kinetic energy of connotative development in TCM colleges and universities is an effective force to help TCM colleges and universities to stand on the road of connotative development and promote their healthy and orderly development. Through the theoretical explanation of the connotative development of kinetic energy in TCM colleges and universities, combining with the present situation of the development of kinetic energy in TCM colleges and universities, this paper explores the cultivation path of connotative development of kinetic energy in TCM colleges and universities in order to provide corresponding reference for the selection of development path of TCM colleges and universities.

**Keywords:** TCM Colleges and Universities; Connotative Development; Connotative Development Kinetic Energy; Cultivation Path

### 1. Introduction

Since the establishment of TCM colleges and universities in 1956, the higher education of traditional Chinese medicine has always been in the same direction as the national development and national rejuvenation. It has made fruitful achievements in the aspects of talent cultivation, scientific research, social service, cultural inheritance and international exchange, and has become an important new force with unique characteristics in the higher education system of China. It has played an important role in promoting the development of the national cause of traditional Chinese medicine, promoting the modernization process of traditional Chinese medicine and improving the international status of

traditional Chinese medicine [1].

Under the background of modern higher education development, the development environment of higher education in the new era is constantly changing and evolving. The traditional emphasis on scalable and extensive development is no longer sufficient to meet the needs of university development. In 2017, the Chinese government proposed the construction of "Double First-Class" universities, aiming to achieve connotative development in higher education, which provided direction for the development of our country's universities [2]. In 2022, the Chinese government emphasized the need to accelerate the construction of a high-quality education system and to leverage the leading role of higher education. The proposal to adhere to a development approach focusing on improving quality marks a new breakthrough in our understanding of the quality issues in higher education. Regarding the development of traditional Chinese medicine (TCM), the report mentions the need to inherit and develop excellent traditional Chinese culture, including TCM, strengthen talent cultivation and scientific research innovation in TCM, and promote the healthy development of the TCM cause. This signifies that the TCM cause is at a crucial historical development opportunity, facing a transition from pursuing quantity to emphasizing quality. Therefore, it is necessary to further enhance the quality of education in TCM colleges and universities, enabling them to serve as "think tanks" and "talent pools" for the development of TCM in our country.

### 2. The Contemporary Significance of Connotative Development Kinetic Energy in TCM Colleges and Universities

### **2.1 The Connotative Development in TCM Colleges and Universities Reflects the Development Direction of TCM Education**

The development model of colleges and universities can be divided into extensional development and connotative development according to whether it mainly depends on the input of external factors or the improvement of utilization rate of internal resources. The connotative development of higher TCM colleges and universities means that on the basis of adhering to the characteristics of TCM education, through resource integration, structural optimization and innovation driving, colleges and universities can abandon the old way of scale expansion, and use resources and energy in talent cultivation, academic research, social service, international communication and other aspects, so as to realize the improvement of internal quality and level of colleges and universities. The connotative development highlights the continuous extension and deepening development of the connotation of higher education, pays attention to establishing morality and cultivating people, combining knowledge inheritance with innovation, and aims to cultivate high-quality Chinese medicine professionals to meet the needs of the modern society.

The connotative development of TCM colleges and universities is not only a development strategy, but also represents the development direction of traditional Chinese medicine education. In the face of new ideas, new perspectives and new requirements, as the main talent cultivation unit for the development of traditional Chinese medicine, the connotative development in essence is a sustainable development road with the overall development of people as the final goal, the improvement of quality as the core, and scientific governance, element optimization, resource tapping and prominent characteristics as the main means [3]. It requires colleges and universities to continuously improve the education system, add general subjects, strengthen the education of general subjects, expand the breadth and depth of knowledge education, improve the comprehensive quality of students, promote the "transformation" from "specialists" to "generalists", constantly innovate in education mode, cultivation

objectives and teaching methods, and cultivate senior talents who can make contributions to the cause of traditional Chinese medicine [4].

### **2.2 Importance of Connotative Development Kinetic Energy Cultivation in TCM Colleges and Universities**

The connotative development kinetic energy cultivation plays an important role in TCM colleges and universities. The connotative development kinetic energy refers to the internal factors of things as the motive force and resource in the development process of traditional Chinese medicine colleges and universities, through coordinating the relations among resources, scale and quality to obtain better school-running benefit and realize high-quality development.

The concept of connotative development emphasizes the importance of quality, efficiency and sustainability in the development process of colleges and universities. The connotative development kinetic energy is the key driving force to realize this development concept, including technical innovation, talent cultivation, discipline construction and coordinated development. Enhancing the connotative development kinetic energy reflects that the connotative development is the unity of essence theory, axiology and methodology, which is helpful to stimulate the vitality, strengthen the strength and improve the efficiency of TCM colleges and universities.

The connotative development kinetic energy cultivation can continuously optimize the discipline structure and the specialty setting. This function of strengthening the characteristics and advantages of TCM not only makes the cultivation scheme of professional talents more targeted and practical, but also improves both the competitiveness of students in employment and the inherent vitality of discipline development. In addition, the cultivation of connotative development kinetic energy is also related to the inheritance and innovation of TCM culture. Traditional Chinese medicine not only carries the profound cultural heritage, but also faces the challenge of modernization and globalization. By paying attention to the cultivation of connotative development ability, the colleges and universities can more effectively meet the national strategic needs,

promote the communication of TCM knowledge and scientific and technological innovation, and strengthen the international exchange and cooperation of TCM.

The connotative development kinetic energy cultivation emphasizes the effective utilization of educational resources and the socialization of educational services, promoting the cultivation of core abilities such as critical thinking, innovation, and practical skills among students. This plays an indispensable role in enhancing the core competitiveness of TCM colleges and universities, and improving students' abilities in career planning.

### **2.3 Constituent Elements of Connotative Development Kinetic Energy in TCM Colleges and Universities**

The term "kinetic energy" is a physical term, which mainly refers to the energy to promote the development of colleges and universities herein. The connotative development kinetic energy in TCM colleges and universities mainly includes strengthening base kinetic energy, cultivating new kinetic energy and quality kinetic energy, which complement each other and support each other. Consolidating and strengthening the discipline of traditional Chinese medicine and developing the related disciplines are called "Strengthening base kinetic energy". In the connotative development in TCM colleges and universities, the industry of traditional Chinese medicine is the "base", and "strengthening base" refers to consolidating and expanding the discipline of traditional Chinese medicine and developing the disciplines related to the industry of traditional Chinese medicine. Traditional Chinese medicine (TCM) is the foundation of TCM colleges and universities. The base of its development reflects its core competitiveness, reflects the development direction of TCM colleges and universities, and determines the development height of TCM colleges and universities. The development of new disciplines and inter-disciplines is the "Cultivating new kinetic energy" of TCM colleges and universities. On the basis of consolidating the superior disciplines, TCM colleges and universities shall also conform to the trend of the times, and regard "cultivating new" as an important direction of development and a brand-new way to improve the quality of education. If the

discipline of TCM is the base of the characteristic development of TCM colleges and universities, then the new disciplines and inter-disciplines are the "quality kinetic energy" of the TCM colleges and universities. The so-called "cultivation new" means that on the base of the original characteristic disciplines, the TCM colleges and universities should explore the growing points of the emerging disciplines and explore the new development direction. This kind of kinetic energy regards quality as the first point of development, and emphasizes the quality consciousness in various aspects such as talent cultivation, subject development, and scientific research and so on. The core idea of quality kinetic energy is that even with the best policies, ideas or measures, it is difficult to achieve the desired results if they are not implemented in place. Therefore, the quality kinetic energy provides the basic guarantee for the high-quality cultivation and realization of other kinetic energy, and is the guarantee kinetic energy of the connotative development kinetic energy. As the base, the strengthening base kinetic energy aims to consolidate and enhance the core competitiveness; the motive force of cultivating new kinetic energy is to explore and cultivate new growth points and provide motive force for future development; and the quality kinetic energy is to emphasize the importance of quality and benefit in the process of development to realize sustainable development. The three factors promote each other and work together to form a good development cycle, aiming at promoting the development of colleges and universities to a higher level. The relationship among the three is shown in Table 1.

### **3. Analysis on the Present Situation of the Connotative Development Kinetic Energy Cultivation in TCM Colleges and Universities**

#### **3.1 Lack of Strengthening Base Elements and Weak Momentum of Kinetic Energy Cultivation**

The connotative development in TCM colleges and universities needs many aspects of support, of which the key is to strengthen base elements. However, in reality, the homogeneous competition makes some TCM colleges and universities neglect the

cultivation of the strengthen base elements of the connotative development kinetic energy. In the current higher education system of our country, the evaluation mechanism of colleges and universities presents a tendency of simplification. This single evaluation mechanism leads to the close relationship between the performance appraisal, the resource allocation and the financial appropriation of colleges and universities with the evaluation factors such as the scale of colleges and universities, scientific research achievements and master's and postgraduates sites. Under this evaluation mechanism, many TCM colleges and universities have to give up the characteristic development strategy, step on the road of homogeneous competition, and

begin to develop into multi-disciplinary and comprehensive colleges and universities, losing the original industry characteristics. In order to meet the market demand and improve the overall strength, these colleges and universities may continue to expand the scope of the campus, non-characteristic specialty. In the long run, the homogeneous competition may lead to the loss of the core competitiveness of TCM colleges and universities, with their characteristics are weakened, and the elements of strengthening base kinetic energy are insufficient, which affects the cultivation of the connotative development kinetic energy in TCM colleges and universities.

**Table 1. Kinetic Energy Correlation Table**

<b>Kinetic energy type</b>	<b>strengthening base kinetic energy</b>	<b>cultivating new kinetic energy</b>	<b>quality kinetic energy</b>
<b>strengthening base kinetic energy</b>	Yes	Strengthening base kinetic energy to Provide Basic Development Platform for cultivating new kinetic energy	Strengthening base kinetic energy is based on quality kinetic energy
<b>cultivating new kinetic energy</b>	cultivating new kinetic energy to Expand a New Development Direction for the Development of Strengthening base kinetic energy	Yes	Cultivating new kinetic energy promotes the cultivation of quality kinetic energy
<b>quality kinetic energy</b>	quality kinetic energy provides guarantee for the cultivation of strengthening base kinetic energy	quality kinetic energy is the foundation of cultivating new kinetic energy	Yes

**3.2 Anxiety for Cultivating New Kinetic Energy, and Separation of Talent Cultivation from Reality**

Compared with 211 and 985 colleges and universities, most TCM colleges and universities are facing the dilemma of insufficient development funds. In order to meet this challenge, TCM colleges and universities actively cultivate new growth points and explore new development directions. However, in the process of pursuing new growth points and new development directions, some TCM colleges and universities have fallen into aimlessness. They blindly pursue novelty and scale, ignoring their own strength and social needs. This kind of aimlessness leads to the cultivating new kinetic energy separated from reality. In the final analysis, the innovative elements of the connotative development kinetic energy are the cultivation of innovative disciplines. In order to achieve this goal,

colleges and universities need to cultivate interdisciplinary and emerging disciplines based on the multiple elements such as comprehensive school strength, disciplinary system, supporting disciplines and social needs, and combining the development of existing disciplines [5]. For example, a traditional Chinese medicine university plans to open the specialty of pharmaceutical affairs management, which belongs to the category of science. The specialty aims to cultivate high-quality basic knowledge of pharmacy, basic knowledge, basic theory and basic skills such as law and management for the development of local economic and social development, traditional Chinese medicine cause and health industry, systematically understand the policies and regulations of pharmaceutical management, and can apply the theories and methods of law, administration and management to analyze and research the medical social problems such as drug access,



drug quality and drug safety, and for high-quality applied and interdisciplinary talents engaged in the supervision and management of all aspects of drug lifecycle management, only on the basis of pharmacy, law and management disciplines can the college have the disciplinary support to set up pharmaceutical management specialties. If the "cultivating new kinetic energy" is advanced too much, lacking basic disciplinary foundations, disregarding actual conditions, and blindly adding new specialties, it will inevitably lead to unqualified talent cultivation, waste of educational resources, and impact the connotative development of colleges and universities.

### **3.3 The Quality Elements are Insufficient, and the Kinetic Energy Effect Needs to be Improved.**

In the "China's Education Modernization 2035" plan issued in 2019, the Chinese government proposed to improve the quality of education, promote education equity, and cultivate builders and successors for the all-round development of morality, intelligence, physical education and work. In the higher education of traditional Chinese medicine, improving the quality has always been the goal of all TCM colleges and universities. Although TCM colleges and universities regard quality elements as the core factors of cultivation in the process of connotative development, the quality kinetic energy can not meet the requirements of connotative development, and the actual effect of quality kinetic energy needs to be further improved.

Although TCM colleges and universities have realized the importance of quality kinetic energy, it is very difficult to implement it. It is mainly manifested in that the extensional development is characterized by scale expansion and quantity increase, and the short-term benefits are easier to show and are still regarded as the focus of development, while the cultivation of quality kinetic energy is only superficial. However, this development model has led to problems such as the mismatch between talent supply and demand, declining quality of talent cultivation, and waste of educational resources, thereby affecting the cultivation of connotative development kinetic energy and the improvement of education quality.

## **4. Opportunities for Connotative Development in TCM Colleges and Universities**

### **4.1 Added the Diversity of TCM colleges and Universities to Strive for First-class**

"Double-first-class" is another big measure for higher education. At present, in the national "double-first-class" colleges and discipline construction plan, different from the previous key construction scheme, "double-first-class" construction has no mandatory access conditions, which provides the possibility for TCM colleges and universities to strive for double-first-class. Among the "985" and "211" universities, there are only two traditional Chinese medicine colleges and universities, and the overall development capacity needs to be improved. The construction plan of "double-first-class" breaks the solidified identity of traditional colleges and universities, and all colleges and universities stand on the same starting line, so that schools with foundation, strength, methods and achievements stand on the same starting line to compete [6].

### **4.2 Improved the Fairness of Striving for First-Class in TCM Colleges and Universities**

In China, higher education faces a rather unique environment characterized by limited theoretical research and inadequate policy guidance, resulting in blurred categorization among higher education colleges and universities, unclear positioning in teaching, and undefined development directions. National development policies have not provided targeted guidance based on the disciplinary characteristics, scale of development, and current status of universities, which is unfair for distinctive TCM colleges and universities and detrimental to the cultivation of diverse talents needed for national development [7]. The "Overall Plan for Promoting the Construction of World-Class Universities and First-Class Disciplines" issued by the China in October 2015 clearly states in its supportive measures: "Overall planning, tiered support" and "Universities shall choose a path for building world-class universities and first-class disciplines according to their actual situation." It

encourages and supports different types of universities to combine their own circumstances and choose a development path rationally, promoting differentiated development of disciplines. For TCM colleges and universities, it is imperative to swiftly embark on this fast track of development and steadfastly pursue the path of connotative development [8].

#### **4.3 Stimulated the Enthusiasm of TCM Colleges and Universities to Strive for First-class**

The development of "characteristic" is the magic weapon for the schools to survive. Under the guidance of the idea of running a school with characteristics, the construction of first-class colleges and universities emphasizes on the characteristics. For TCM colleges and universities, there are unique advantages in such aspects as prominent discipline characteristics and distinct service orientation. Through reasonable allocation of funds, they shall strive for certain supporting policies on the basis of fair competition and start the "speed-up pump" of rapid development. Promote the enthusiasm and initiative of connotation construction, inject endogenous power and development vitality into the school's planning for future development.

### **5. Exploration on the Cultivation Path of Connotative Development Kinetic Energy in TCM Colleges and Universities**

#### **5.1 Maintain Strategic Determination and Stick to the Development Road**

Strategic determination refers to the strategic self-confidence, will and perseverance to achieve strategic intention and strategic goal under the complicated situation [9]. The concept of strategic determination is designed to encourage people to have firm conviction and determination in the face of uncertainty, not affected by local and specific events, and to respond calmly to challenges in order to achieve the long-term interests of our country and nation. For the development of TCM colleges and universities, it is essential to maintain and continuously strengthen the determination for connotative development, steadfastly following the path of connotative development.

In 2010, the China adopted and issued the "Outline of China's National Plan for Medium and Long-term Educational Reform and Development (2010-2020)". The outline of the plan clearly states: "Promote education development from purely quantitative expansion to quality improvement, and achieve connotative development." In the past, the extensive development focused on scale expansion, and it is easy to ignore the quality of education. However, the connotative development emphasizes to deepen the educational reform, improve the quality of education, and cultivate high-quality talents with innovative spirit and practical ability, so as to meet the needs of national and social development. Just as the educator Mr. Tao Xingzhi said, "Education is to cultivate a new generation, not just to impart knowledge." Therefore, colleges and universities adhere to the connotative development, which is not only in line with the national education development strategy, but also an inevitable choice for inheriting and developing education cause and cultivating excellent talents for all-round development."

#### **5.2 In-depth Analysis to Find Gap, Continuous Improvement to Set Goal**

On the basis of in-depth scientific analysis, this paper finds out the problems existing in the construction of education and teaching, scientific research innovation, teaching staff and social service in the connotative development of TCM colleges and universities. According to the development goal, there are many improvements in the cultivation of the connotative development kinetic energy of TCM colleges and universities. To clarify the gap to the target, TCM colleges and universities shall improve from the following aspects.

In education and teaching. Although the discipline of TCM is unique, there is still some lag in teaching mode and curriculum setting. We shall innovate the educational teaching mode, optimize the curriculum setting, adjust the curriculum structure, strengthen the basic curriculum, broaden the specialized curriculum, and improve the teachers' teaching ability and professional accomplishment. At the same time, we shall pay attention to the individual development of students, carry out teaching according to their aptitude, train

students to have creative spirit and critical thinking, and adapt to the needs of talent cultivation in the new era.

In scientific research and innovation. Compared with other fields, the efficiency of transforming the scientific research achievements of TCM into the industry is low. Therefore, it is necessary to optimize the education system, improve the scientific research literacy, strengthen the construction of teachers and improve the overall scientific research capability. The schools shall build a scientific research platform for teachers and students, provide adequate scientific research resources, strengthen academic exchange and cooperation, formulate incentive policies, and promote the transformation of scientific research achievements. In the construction of teaching staff team, because of historical reasons, the number of teachers of TCM specialty is insufficient and the structure is unreasonable. Colleges and universities shall optimize the mechanism of selection and employment, introduce high-level teachers, strengthen the cultivation of in-service teachers, establish incentive mechanism, improve the remuneration of teachers and stimulate their enthusiasm in that provision of social service. Traditional Chinese medicine colleges and universities can obtain resources by giving full play to their own characteristics, helping the country solve major scientific research issues and accelerating the achievement transformation of educational resources in the field of traditional Chinese medicine [10]. Colleges and universities shall strengthen the cooperation between schools and enterprises, deepen the integration of production and education, and improve the transformation rate of scientific research achievements. At the same time, it is necessary to strengthen the communication of TCM culture, improve social influence, let more people understand and recognize the value of TCM, enhance the competitiveness of TCM in the international market, and make greater contribution to global health undertakings.

### **5.3 Cooperate with Internal and External Forces to Promote Connotative Development**

In order to realize the connotative development in TCM colleges and universities,

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it is necessary to realize the scientific and orderly promotion of kinetic energy cultivation through internal and external cooperation on the basis of continuous exploration of their internal strength, and break the barriers of higher education, science and technology, culture and society. Based on tasks, disciplines and advantages, establish collaborative development platforms and diversified talent cultivation modes for schools, institutions and enterprises at different levels and regions [11].

On the one hand, in terms of internal cooperation, TCM colleges and universities need to strengthen the construction of academic team and talent cultivation. Through the establishment of a strong discipline team, the opportunities for research exchange and cooperation will be increased, and the scientific research level and innovation ability will be improved. In addition, Colleges and universities shall pay attention to the cultivation of talents, strengthen students' practical ability and creative thinking, and cultivate talents with innovative consciousness and cooperation spirit.

On the other hand, in terms of external cooperation, TCM colleges and universities shall actively cooperate with other relevant colleges, scientific research institutions and enterprises. Strengthen the development of joint scientific research projects by establishing partnership and sharing resources and experience. In addition, they shall fully explore alumni resources. As the valuable wealth of the university, alumni have rich social resources, network and practical experience. Making full use of alumni resources can promote the popularity of colleges and universities, promote the cooperation of industry, university and research, broaden the employment channels of students, strengthen the cohesion of colleges and universities, and provide strong support for the fund raising and brand image of colleges and universities, so as to promote the connotative development in colleges and universities and improve the overall strength and competitiveness.

### **6. Conclusion**

This paper focuses on the cultivation of connotative development kinetic energy in TCM colleges and universities, analyzes the

contemporary significance of the cultivation of connotative development kinetic energy in TCM colleges and universities and the present situation of the cultivation path of connotative development kinetic energy in TCM colleges and universities, as well as proposes pathways for fostering such development. The main conclusions of this paper are as follows:

First of all, the term "kinetic energy" originates from physics, and here primarily refers to the energy driving the advancement of colleges and universities. Cultivating the connotative development kinetic energy in TCM colleges and universities is deemed essential for advancing institutional strategies and enhancing educational quality in line with the developmental context and demands of the times. Presently, the connotative development kinetic energy in TCM colleges and universities primarily comprise strengthening base kinetic energy, cultivating new kinetic energy and quality kinetic energy. These elements interact, cooperate, and mutually reinforce each other, collectively empowering the connotative development of colleges and universities.

Furthermore, while the cultivation of connotative development kinetic energy holds significant practical implications, there are still gaps between the actual state and the desired objectives. Issues such as the lack of strengthening base elements, anxiety regarding cultivating new kinetic energy, and inadequacies in quality elements persist in the current efforts to cultivate kinetic energy in TCM colleges and universities.

Finally, it explores and proposes the cultivation path of connotative development kinetic energy in TCM colleges and universities. Firstly, TCM colleges and universities shall consistently pursue a path of connotative development, emphasizing distinctive educational characteristics, adhering to scientific positioning, and continuously enhancing their resilience to connotative development. Secondly, TCM colleges and universities shall conduct in-depth analyses, identify gaps, guard against complacency, and strive to elevate the level of talent cultivation. Thirdly, TCM colleges and universities shall foster connotative development kinetic energy through internal and external collaboration, fully leveraging diverse resources, and enhancing development

quality under the impetus of third-party evaluations. These comprehensive measures collectively contribute to promoting the connotative development of TCM colleges and universities, facilitating their achievement of sustained and rapid progress.

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